

The Grand Challenge in Service Week

21 - 26 September 2010, Cambridge, UK

FMM2010

Doctoral Symposium

Thursday 23 September 2010

FMM2010

**The forum on markets and marketing:
Extending service dominant logic**

Friday 24 – Sunday 26 September 2010

Programme

ADVISORY COMMITTEE

Roger Layton, University of New South Wales, Australia

Kaj Storbacka, Hanken School of Economics, Finland

Kate Blackmon, University of Oxford, UK

Roger Maull, University of Exeter, UK

Jaideep Prabhu, University of Cambridge, UK

FORUM CO-CHAIRS

Robert Lusch, University of Arizona, USA

Stephen Vargo, University of Hawaii, USA

Irene Ng, University of Exeter and University of Cambridge, UK

FMM2010 Doctoral Symposium

Thursday 23 September

11.30 Registration, Study Centre, Moller Centre

12.00 Lunch, opening remarks and guidelines

- Robert Lusch, University of Arizona, USA
- Stephen Vargo, University of Hawaii, USA

Note: All faculty members participating in the FMM2010 are encouraged to participate. Each student will be provided 10 minutes and no more than five slides to highlight where they would like input on their research. This will allow 20 minutes of dialogue with faculty on the issues raised by the student.

Scholarship Papers presenting in this session:

- **Pekka Helle, Hanken School of Economics, Finland**
Re-Conceptualizing Value-Creation: From G-D Logic to S-D Logic
Co-authored by Christian Gronroos, Hanken School of Economics, Finland
- **Heli Holttinen, Hanken School of Economics, Helsinki, Finland**
Meanings guiding value co-creation in practices
- **Shilpa Iyanna, University of Nottingham Business School, UK**
The Dynamic, Co-Created Perspective of Customer Value
Co-authored by Heidi Winklofer and James Devlin, University of Nottingham Business School, UK
- **Sini Jokiniemi, Turku School of Economics and Business Administration, Finland**
The Role of A sales Meeting in Expanding Value-in-Use: A Dialogical Perspective
- **Phil Klaus, Cranfield University, UK**
EXQ: A Multiple-Item Scale for Assessing Customer Experience Quality

Scholarship Papers presenting the main FMM Forum:

- **Melissa Akaka & Jennifer Chandler, University of Hawaii at Manoa, USA**
Practices, Processes and Positions: The Co-construction of Value Networks
- **Anu Helkkula, Hanken School of Economics, Finland, Carol Kelleher, Cranfield School of Management, UK**
A Phenomenological Approach to the Study of Markets
- **Sara Lindeman, Hanken School of Economics, Helsinki, Finland**
Market Creation in Subsistence Business Ecosystems: Towards Just and Sustainable Development?

13.30 Refreshments available

15.00 Conclusion

FMM2010: The forum on markets and marketing: Extending service dominant logic

Thursday 23 September 2010

19.00 – 21.00 FMM2010 welcome reception, Tower Lounge Bar, Moller Centre

Friday 24 September 2010

08.30 *Registration, Study Centre, Moller Centre*

09.00 **Welcome to Cambridge**

- Irene Ng, University of Exeter and University of Cambridge, UK

09.10 **FMM2010 welcome**

- Robert Lusch, University of Arizona, USA
- Stephen Vargo, University of Hawaii, USA

09.20 **S-D Logic: progress, status and future directions**

- Stephen Vargo, University of Hawaii, USA
- Robert Lusch, University of Arizona, USA

10.00 *Refreshments*

10.30 **Resource integration**

Overarching Question: What concepts and frameworks can be used to better understand social and economic factors as resource integrators as suggested in S-D logic? Each thought provoker takes five minutes or less to share several key observations, points or ideas on topic.

Thought provokers

- Rod Brodie, University of Auckland, New Zealand
- Pennie Frow, University of Sydney, Australia
- Christina Mele, University of Naples, Italy
- Linda Peters, Nottingham University Business School, UK
- Michael Kleinaltenkamp, Universitat Berlin, Germany
- Tim Hughes, University of the West of England, UK
- Herbert Wortaschek, University of Bayreuth, Germany

Dialogue

- Moderator: Robert Lusch, University of Arizona

12.30 *Lunch*

13.30 **Effectual logic and service-dominant logic**

Overarching Question: How can effectual logic aid S-D logic in better understanding markets, networks and market processes?

Thought provokers and moderators

- Saras Sarasvathy, University of Virginia, USA
- Stuart Read, IMD, Switzerland

Forum breaks into four groups to discuss four examples or cases on the relevance of relevance in co-creation. Then the forum will reconvene for a broad general discussion

15.45 *Refreshments*

16.15 Doctoral student scholarship recipients

- **Melissa Akaka, University of Hawaii at Manoa, USA**
Practices, Processes and Positions: The Co-construction of Value Networks
Co-authored by Jennifer Chandler, University of Hawaii at Manoa
- **Anu Helkkula, Hanken School of Economics, Finland, Carol Kelleher, Cranfield School of Management, UK**
A Phenomenological Approach to the Study of Markets
- **Sara Lindeman, Hanken School of Economics, Helsinki, Finland**
Market Creation in Subsistence Business Ecosystems: Towards Just and Sustainable Development

- Moderator: Kaj Storbacka, Hanken School of Economics, Finland

17.45 *Close*

18.45 Transport to Cambridge

19.00 – 20.30 Reception and canapés, St John's College, *please note that dinner is not supplied*

Saturday 25 September 2010

08.30 *Tea and coffee available*

09.00 **Markets & practices**

Overarching Question: How can S-D logic and practice theory inform each other to advance our understanding of markets and value co-creation? Each thought provoker takes five minutes or less to share several key observations, points or ideas on topic.

Thought provokers

- Hans Kjellberg, Stockholm School of Economics, Sweden
- Helge Lobler, Universitat Leipzig, Germany
- Kaj Storbacka, Hanken School of Economics, Finland
- Katy Mason, Uppsala University, Sweden
- Suvi Nenonen, Hanken School of Economics, Finland
- Janet McColl Kennedy, University of Queensland, Australia
- John Finch, University of Strathclyde Business School , UK
- Jennifer Chandler, University of Hawaii, USA

Dialogue

- Moderator: Stephen Vargo, University of Hawaii, USA

10.30 *Refreshments*

11.00 **Systems: service, engineering and complexity**

Overarching Question: How can we integrate perspectives from systems theory, engineering, management and service-dominant logic to develop a research agenda for understanding complex service systems? Each thought provoker takes five minutes or less to share several key observations, points or ideas on topic.

Thought provokers

- Mike Gregory, Institute of Manufacturing, University of Cambridge, UK
- Kate Blackmon, AIM Service Fellow, Said Business School, University of Oxford, UK
- Francesco Polese, University of Cassino, Italy
- Roger Maull, Professor of Management Systems, University of Exeter, UK
- Jaideep Prabhu, University of Cambridge, UK
- Primiano Di Nauta, University of Foggia, Italy
- Youngin Yoo, Temple University, USA
- Ralph Badinelli, Virginia Tech, USA
- Sue Halliday, University of Surrey, UK

Dialogue

- Moderator: Irene Ng, University of Exeter and University of Cambridge, UK

12.30 *Lunch*

13.30 **Value, values, symbols, outcomes**

Overarching Question: How can a better understanding of value, values, symbols and outcomes advance our understanding of markets and S-D logic?

Thought provokers

- Willem-Jan van den Heuvel, Tilburg University and ERISS, The Netherlands
- Irene Ng, Exeter University and Cambridge University, UK
- Paul Maglio, IBM Research and UC Merced, USA
- Andrea Ordanini, Bocconi University, Italy
- Lisa Penalosa, Ecole des Hautes Etudes Commerciales du Nord, France
- Christine Domegan, National University of Ireland, Ireland
- Timo Meynhardt, University of St. Gallen, Switzerland
- Michaela Haase, Freie Universitat Berlin, Germany
- Kim Cassidy, Nottingham Business School, UK

Dialogue

- Moderator: Robert Lusch, University of Arizona, USA

15.30 *Refreshments*

16.00 *Close*

18.30 Transport to Cambridge for walking tour at 18.45, and dinner FMM Gala college dinner, Peterhouse, Cambridge. Coach back to Moller Centre at 22.00

Sunday 26 September 2010

08.30 *Tea and coffee available*

09.00 **Breakout groups**, each group is to review the key learning over the last few days and provide a research agenda

- Resource Integration
- Markets & Practices, Systems
- Service Engineering and Complexity
- Value, Values, Symbols and Outcomes
- Effectuation

10.30 *Refreshments*

10.45 Teams report back

12.15 Wrap-up

12.30 *Close*